

# **Networked Leadership Skills:**

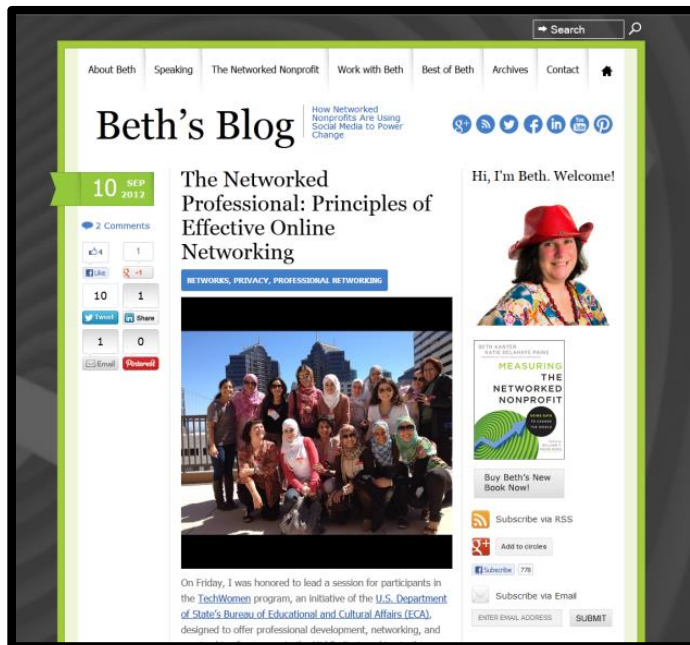
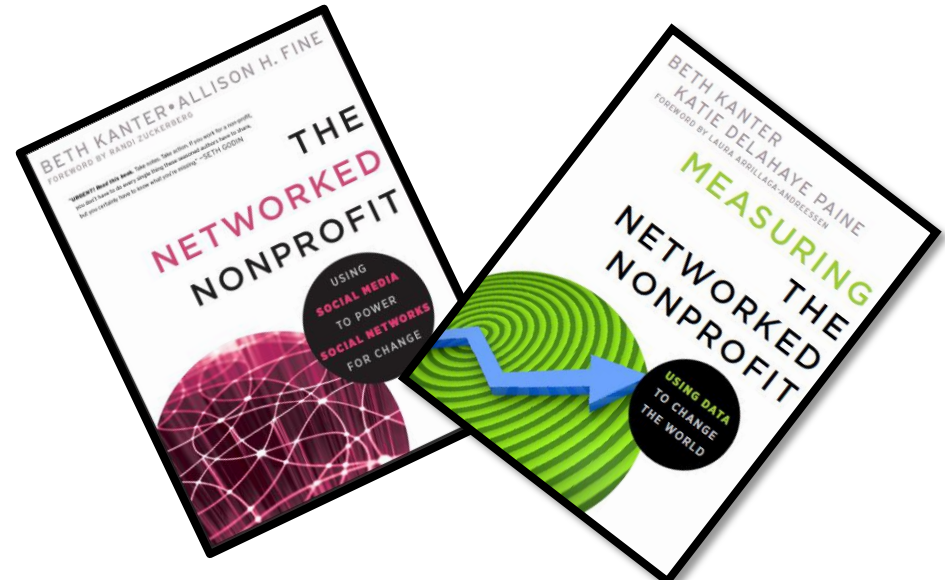
## **Building Thought Leadership on Social Media**

### **Module 1: Discovering Your Personal Brand**

**Beth Kanter , Master Trainer, Blogger, and Author**

**KDMC**  
**January 28, 2015**

# Beth Kanter: Master Trainer, Author, and Blogger



@kanter



<http://bethkanter.wikispaces.com/uc-berkeley>

# Roll Call

Tina Boyes	Akron Community Foundation
Tracy Burt	Akron Community Foundation
Molly Kunkel	Centre County Community Foundation
Carol Goglia	Communities Foundation of Texas
Claire Hodges	Communities Foundation of Texas
Cara Matteliano	Community Foundation for Greater Buffalo
Justine David	Community Foundation for Greater Buffalo
Kate French	Community Foundation for Southeast Michigan
Roberta King	Grand Rapids Community Foundation
Kelly Ryan	Incourage Foundation
Shannon K Semmerling	Incourage Foundation
Erica Fizer	Legacy Foundation
Joan Vallejo	Oregon Community Foundation
Sandi Vincent	Oregon Community Foundation
Kristin Dunstan	The Community Foundation for Greater Atlanta, Inc.
Erin Dreiling	The Community Foundation for Greater Atlanta, Inc.
Rebecca Arno	The Denver Foundation
Luann Lovlin	The Winnipeg Foundation
Noah Erenberg	The Winnipeg Foundation
Shelley Prichard	Wichita Community Foundation

# Course Overview

## Learning Objectives:

- Participants will create or refine a personal brand or leadership profile on Twitter that supports their professional development goals and/or organization's communications objectives
- Participants will learn the practical skills of writing great tweets, professional relationship building Twitter, and the art of content curation on Twitter.
- Participants will share tips and insights with each other as they practice their skills with simple “homework” assignments.

## Audience

- Community Foundations
- Participant List:
- <http://networked-leadership-skills.wikispaces.com/Participants>

# Course Overview

## Instructional Platforms

The course will be delivered through the following:

**Course Meetings:** The course content will be delivered through an interactive webinar where the main concepts, examples, and home work assignments will be shared and discussed. The course meetings will be 60-90 minutes

**Course Wiki:** Resources, including slides, recording, and additional reading and resources, will be available at:

<http://networked-leadership-skills.wikispaces.com/>

**Twitter Hashtag:** Participants will use Twitter hashtag #netlead for “practice”

# Schedule

**Date: Tuesday, January 27, 2015 - 1-2:30 PM PST**

**Module 1**

**Discovering Your Personal Brand on Social**

**Date: Tuesday, Feb. 10, 2015 – 1:00-2:30 PM PST**

**Module 2**

**Content Curation on Twitter: Deepening Expertise and Learning**

**Date: Tuesday, Feb. 24, 2015 1-2:30 PM PST**

**Module 3**

**Professional Networking and Relationship Building on Social Channels**

**Date: Tuesday, March 10, 2015 1-2 PM PST**

**Module 4**

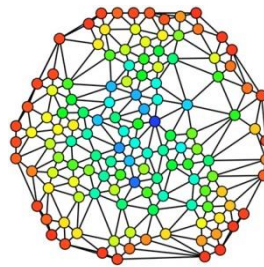
**Learning Culmination**



# Today's Class

## ● **AGENDA**

- Why Build Your Personal Brand or Leadership Profile With Social
- Personal brand in service of organizational strategy
- Uncovering Your Authentic Personal Brand
- Writing Your Twitter Elevator Pitch
- Writing great social media Tweets and social media updates that get noticed



## ● **OUTCOMES**

- Strategy Link
- Articulate personal brand on Twitter
- Practice Writing Great Tweets

## ● **FRAMING**

**Interactive  
Peer Learning  
Reflective  
HASHTAG: #netlead**

<http://networked-leadership-skills.wikispaces.com/>

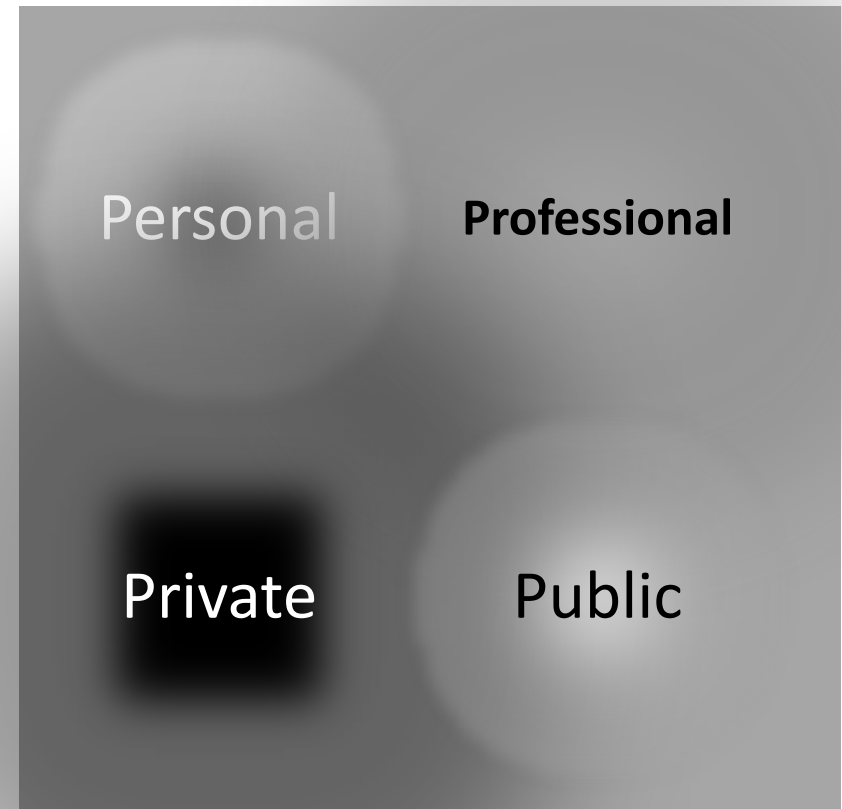
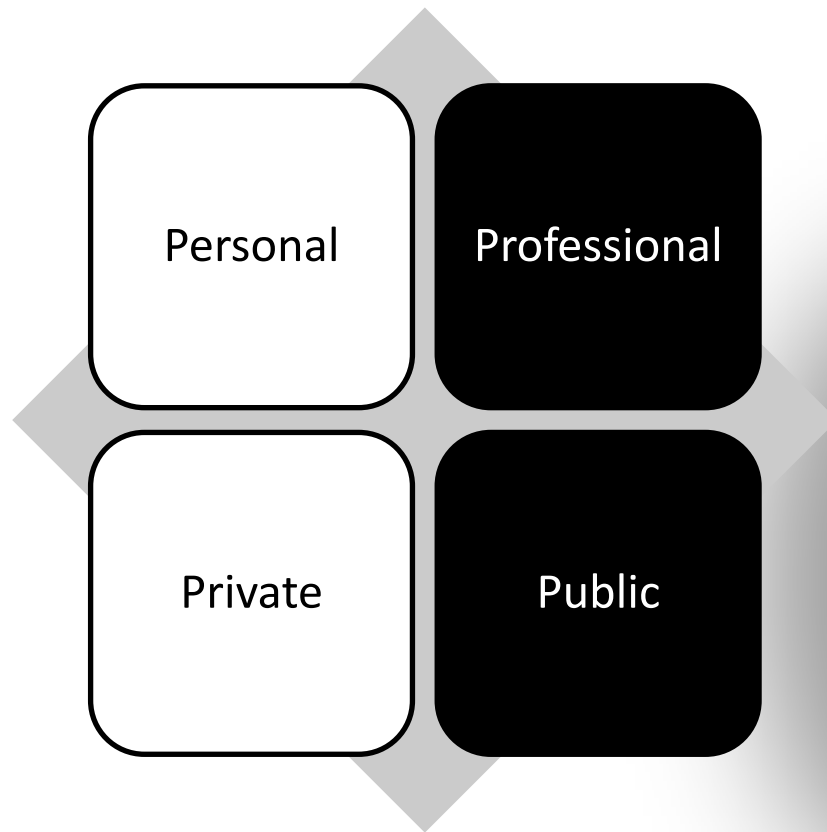
# **Why Build Your Personal Brand/Leadership Profile on Social**



# Why Build Leadership Profile On Social: Benefits

- **Reach:** Ability to reach a different audience than the organization's profile
- **Humanize:** People trust individuals more than organizational brand
- **Flexibility:** Less formal or structured than organizational channels
- **Less Risk:** Staff are better champions for your organization than outsiders
- **Reinforces Expertise:** Makes knowledge more visible
- **Amplify Existing Work:** Social amplifies the work you are already doing in other ways

# Worlds Collide: Identity and Boundaries Before Social Media



# What Kind of Social Animal Are You?



## Turtle

- Profile locked down
- Share content with family and personal friends
- Little benefit to your organization/professional



## Jelly Fish

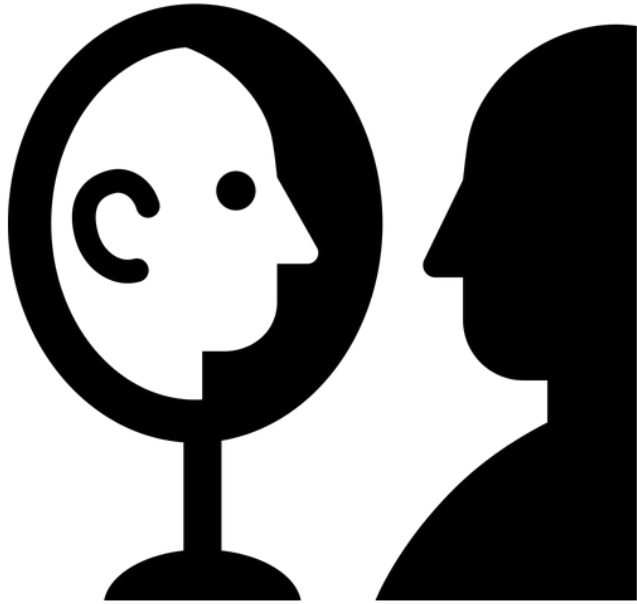
- Profile open to all
- Share content & engage frequently with little censoring
- Potential decrease in respect



## Chameleon

- Profile open or curated connections
- Content/Engagement Strategy: Purpose, Persona, Tone
- Increased thought leadership for you and your organization

# Reflection Questions

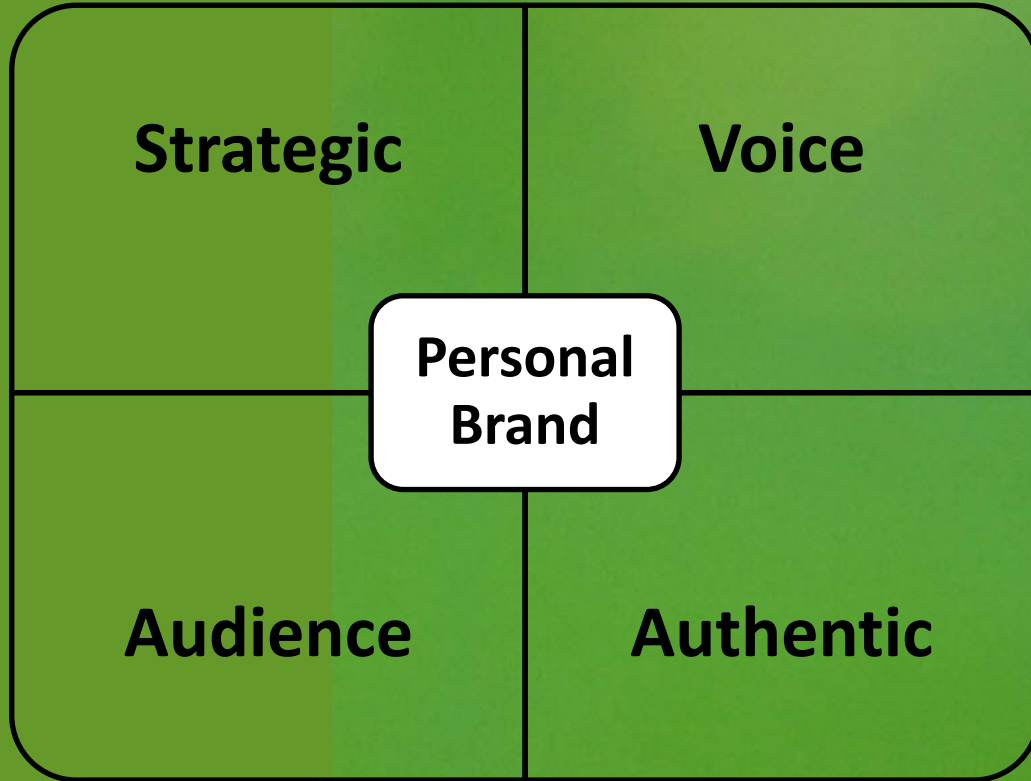


Created by Luis Prado  
from the Noun Project

- What is your biggest challenge navigating personal and professional boundaries on social media? What is most uncomfortable?
- How can you be more comfortable being a “Chameleon”?

# **Personal Brand In Service of Organizational Strategy**

# How To Be A Chameleon on Social





# Personal Brand in Service of Organizational Strategy



## UN Refugee Agency

@Refugees

The official account of UNHCR. Follow us as we provide vital aid and protection to the forcibly displaced around the world.

120 countries · [unhcr.org](http://unhcr.org)

Followed by WWF Climate Savers, Chrissy Horansky, edutopia and 100+ others.

**UN Refugee Agency** @Refugees · 24m  
One of our favourite pics from @Ce\_Schmitt. Look at the UNHCR lettering on these planes this boy made #CARCrisis [pic.twitter.com/y01tW0EKIr](https://pic.twitter.com/y01tW0EKIr)

Details

**UN Refugee Agency** @Refugees · 1h  
Today is all about the #CARCrisis. Here's how we've covered the story over the past year. [trib.al/JnjV6PI](http://trib.al/JnjV6PI)

Details



## Melissa Fleming

@melissarfleming

Chief Communications & Spokesperson at UNHCR. Tweets highlight the stories of human suffering and resilience I witness every day.

Geneva, Switzerland · [unhcr.org](http://unhcr.org)

Followed by Becky Band Jain, Katie Krueger, Shonali Burke and 54 others.

**Melissa Fleming** @melissarfleming · 6h  
This is what war does: 4 teenagers responsible for raising their younger siblings in #SouthSudan. [rfg.ee/Grqs5](http://rfg.ee/Grqs5)

Details

**Melissa Fleming** @melissarfleming · 9h  
World is now 'three minutes before armageddon' - #c4news [channel4.com/news/doomsday-...](http://channel4.com/news/doomsday-...)

Details

**Audience:**  
Socially engaged public

**GOAL**  
Engagement  
Support

**Audience:**  
Journalists, Diplomats, and  
Influencers



# Personal Brand in Service of Organizational Strategy



**Melissa Fleming** ✓

@melissarfleming



Following

@kanter @K8tieKrueger @MIIS our social media policy encourages individual staff to engage, especially from refugee operations.



FAVORITE

1



12:28 AM - 17 Jan 2015



**Melissa Fleming** ✓

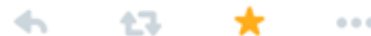
@melissarfleming



Following

@K8tieKrueger @MIIS @kanter Katie, tweeting has allowed us to reach out to the world directly, w/out a media filter. M

📍 Geneva, Switzerland



FAVORITES

2



11:35 PM - 15 Jan 2015

# Personal Brand in Service of Organizational Strategy



**Melissa Fleming** ✓

@melissarfleming



Following

@kanter @K8tieKrueger @MIIS Twitter audiences like engaging with individuals. Institutional accounts less human. We do both!



FAVORITE

1



12:26 AM - 17 Jan 2015

# The Goodman Theatre and Robert Falls



## Goodman Theatre

@GoodmanTheatre

What great theater should be.

Chicago, IL · [goodmantheatre.org](http://goodmantheatre.org)

TWEETS 7,222 FOLLOWING 1,077 FOLLOWERS 12.9K



+ Follow



Followed by Donors Forum (IL), Julia Smith, Trudel MacPherson and 12 others.



Goodman Theatre @GoodmanTheatre · 8h

@couragewolfgang Welcome! Enjoy the tour! If you have any lingering questions afterwards, be sure to tweet us.

[Details](#)



Goodman Theatre @GoodmanTheatre · 8h

@DawnPauley Glad to see you back at the theater! Thanks for seeing #RaptureBlisterBurnCHI

[Details](#)



## Robert Falls

@RobertFalls

Director of Chicago's Goodman Theater, arts activist, opinionated cultural commentator, admitted leftist liberal/progressive, husband of fab novelist Kat Falls

Chicago, Illinois



Followed by Julia Smith, @NonprofitOrgs, Scott Simon and 2 others.



Robert Falls @RobertFalls · 10h

@joanieschultz Missed your bday. Rehearsal amnesia. Hope it was a great one.

[Details](#)



Robert Falls @RobertFalls · Jan 21

@HalleyFeiffer Hey, congratulations on those great notices. Can't wait to see it!

[Details](#)

**Audience:**  
Theatre Attenders  
Theatre Ticket Buyers

**GOAL**  
Engagement  
Sell Tickets

**Audience:**  
Artists, Arts Critics,  
Arts Leaders

# Organizational VS Leader Voice



**Robert Falls201**  
@RobertFalls201



Follow

Seeing BIG FISH last night made me think of Spalding Gray. It was the last film he saw the day he died. Miss him.

← Reply ↻ Retweet ★ Favorite ≡ Buffer ⋮ More

3

RETWEETS

4

FAVORITES



9:12 AM - 4 May 13



**Robert Falls201**  
@RobertFalls201



Follow

Beckett's B'day today and his words to live by:  
"Ever tried. Ever failed. No matter. Try again. Fail again. Fail better."

← Reply ↻ Retweet ★ Favorite ≡ Buffer ⋮ More

53

RETWEETS

24

FAVORITES



9:31 AM - 13 Apr 13

Reply to @RobertFalls201



**Elizabeth Karr** @elizabethkarr

14 Apr

"@RobertFalls201: Beckett's B'day today and his words to live by:  
"Ever tried. Ever failed. No matter. Try again. Fail again. Fail better."  
Details



**Robert Falls201**  
@RobertFalls201



Follow

Did I tell you it was a terrific 1st Preview of Lynn Nottage's seriously smart and hilarious BY THE WAY, MEET VERA STARK?

@GoodmanTheatre

← Reply ↻ Retweet ★ Favorite ≡ Buffer ⋮ More

3

RETWEETS

2

FAVORITES



2:34 PM - 28 Apr 13



**Goodman Theatre**  
@GoodmanTheatre



Follow

Enter our special #verastark contest to win a night out like a movie star: [bit.ly/11Atcwp](http://bit.ly/11Atcwp)

← Reply ↻ Retweet ★ Favorite ≡ Buffer ⋮ More

2

RETWEETS



11:39 AM - 4 May 13



# RWJF: Foundation Strategy



## We believe an American culture of health is one in which:

1. Good health flourishes across geographic, demographic and social sectors.
2. Being healthy and staying healthy is valued by our entire society.
3. Individuals and families have the means and the opportunity to make choices that lead to healthy lifestyles.
4. Business, government, individuals, and organizations work together to foster healthy communities and lifestyles.
5. Everyone has access to affordable, quality health care.
6. No one is excluded.
7. Health care is efficient and equitable.
8. The economy is less burdened by excessive and unwarranted health care spending.
9. The health of the population guides public and private decision-making.
10. Americans understand that we are all in this together.

**Audience:**  
**Grantees, Policy Makers,**  
**Researchers, Practitioners**

*“We believe that striving toward a culture of health will help us realize our mission to improve health and health care for all Americans.”*

**GOALS**  
**Inform**  
**Behavior Change**

SHARE PAGE: [Twitter](#) [Facebook](#) [Email](#) [LinkedIn](#) [Google+](#)

Download the Annual Letter (PDF) [Download](#)

Building a Culture of Health



# Socially-Engaged Staff Support Strategy

## RWJF Staff

A public list by RWJF News

A list of staff at the Robert Wood Johnson Foundation who tweet about our work.

MEMBERS

84

SUBSCRIBERS

43

Unsubscribe from list

Tweets

List members

List subscribers

More lists by @RWJF · View all

Google+ Hangout Tweeps

RWJF projects/grantees

RWJF program teams

RWJF Staff

## List members



**Herminia Palacio** @HerminiaPalacio

work on human capital and leadership issues  
@RWJF; public health practitioner and internal  
medicine physician



Following



**Matthew D Trujillo** @matt\_d\_trujillo

Research Associate in Research & Evaluation unit  
@RWJF, social psychologist, Princeton Tiger & ASU  
Sun Devil, all views are my own, Following & RT ≠  
endorsement



Following



**Emmy Ganos** @emmyganos

Program Associate at Robert Wood Johnson  
Foundation



Following



TWEETS  
125

FOLLOWING  
27

FOLLOWERS  
308



Following

**David Krol**

@babydoc44

Pediatrician/Senior Program Officer @RWJF Passionate about #childhealth &  
wellbeing, #oralhealth, #healthequity, #baseball Loves being a dad/husband

Princeton, NJ · rwjf.org

**Audience:**  
Specific content areas and  
communities



# Aligning Personal Brand with Organizational Strategy

**Save the Children**   
@SavetheChildren · FOLLOWS YOU  
The leading independent organization creating lasting change in the lives of children in need in the United States and around the world.  
[SavetheChildren.org](http://SavetheChildren.org)  
Joined February 2008

**Tweets** **Tweets and replies**

Retweeted by Save the Children  
 **CDC Emergency** @CDCemergency · 7h  
In 2013, [#tornadoes](#) ripped through Moore, OK. Learn how @SaveTheChildren facilitated the emotional recovery for kids: [go.usa.gov/9gNj](http://go.usa.gov/9gNj)  
23 12

 **Save the Children** @SavetheChildren · 9h  
Check out @CarolynSave at age 5! Join her & the [#5thbday](#) movement here--> [bit.ly/1uBa5Qs](http://bit.ly/1uBa5Qs) - [#tbt](#) -  
20 17

**Who to follow** · Refresh · View all

 **NGO Pulse SANGONeT** @SAN...  
Followed by Marnie Webb and...  
Follow

 **Donna Papacosta** @DonnaPa...  
Followed by Dimitar Vesselino...  
Follow

 **Robin Harper** @RobinHarper  
Follow

Popular accounts · Find friends

**San Francisco Trends** · Change

[#7NightStand](#)  
Promoted by T-Mobile

[#EnglandvsUruguay](#)  
[#5sosMoonFace](#)  
[#5sosAwkwardTurtle](#)

**GOALS**  
Awareness  
Engagement  
Fundraising  
Action

**Audience:**  
Supporters, Donors,  
Advocates

© 2014 Twitter · About · Help · Ads info





**Carolyn Miles** ✓

@carolynsave

@SavetheChildren Pres & CEO.  
Champion for kid's rights everywhere 2  
survive/ thrive. Global, in the US -  
education, health, HIV/Aids, protection  
for every child

📍 CT, USA

🌐 [SavetheChildren.org](https://www.savethechildren.org)

🕒 Joined September 2010

[Tweet to Carolyn Miles](#)

👤 71 followers you know



TWEETS  
3,126

PHOTOS/VIDEOS  
364

FOLLOWING  
587

FOLLOWERS  
10.7K

FAVORITES  
53

[More](#) ▾



[Follow](#)

Tweets

Tweets and replies

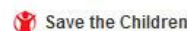


Pinned Tweet



Carolyn Miles @carolynsave · May 5

.@SavetheChildren's #SOWM report ranks  
the best & worst places to be a #mother.  
How does the USA measure up?  
[SavetheChildren.org/mothers](https://www.savethechildren.org/mothers)



**State of the World's Mothers**

State of the World's Mothers is a report that ranks the best and worst places  
in the world to be a mother. Learn more, access archives and download the re

[View on web](#)



↻ 18

★ 12



Who to follow · Refresh · View all



U.S. Soccer @ussoccer

[Follow](#)



GiveLocalNow @givelocalnow

[Follow](#)



Phil Gaskin @Phil\_Gaskin  
Followed by Jereme Bivins an.

**Audience:**

**Influencers, Journalists, Policy  
Makers, World Leaders**

#7Nightstand

📺 Promoted by T-Mobile

#EnglandvsUruguay

@carolynsave



**Carolyn Miles**  
7,748 followers  
507 friends



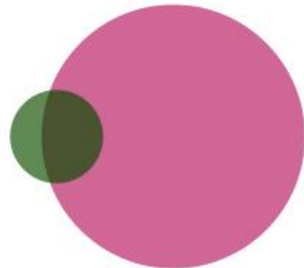
@SavetheChildren



**Save the Children**  
886,856 followers  
5,560 friends

RETRIEVE

example: BillGates + Oprah



■ carolynsave ■ SavetheChildren

### Out of the 100 biggest followers of @SavetheChildren and

#### @carolynsave





@SavetheChildren's 50 biggest followers have a combined reach of 145,754,728

@carolynsave's 50 biggest followers have a combined reach of 22,198,058

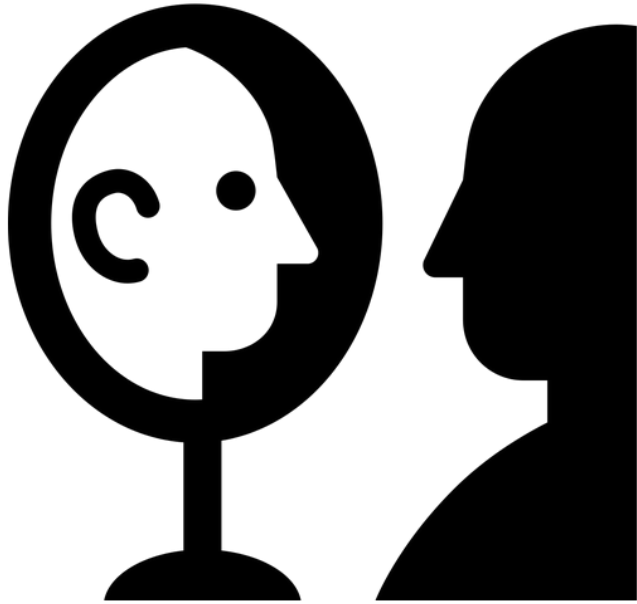
@carolynsave and @SavetheChildren share 8 big followers who have 4,468,386 followers

@SavetheChildren has 88 big followers who have 158,396,476 followers

@carolynsave has 4 big followers who have 14,362,622 followers

	Tweep	Bio	Friends	Followers	Location
^ v	^ v		^ v	^ v	^ v
@SavetheChildren	 Cristiano	This Privacy Policy addresses the collection and use of personal information - <a href="http://t.co/UA9BJjfseB">http://t.co/UA9BJjfseB</a>	85	24,620,632	Madrid
@SavetheChildren	 shakira	New album Shakira, out Mar 25 / El nuevo álbum Shakira, disponible el 25 de Marzo iTunes <a href="http://t.co/2hjhcJE9fk">http://t.co/2hjhcJE9fk</a> / CD <a href="http://t.co/HFzQPvOUyQ">http://t.co/HFzQPvOUyQ</a>	135	24,229,399	Barranquilla
@SavetheChildren	 BillGates	Sharing things I'm learning through my foundation work and other interests...	160	15,280,209	Seattle, WA
@carolynsave	 tyrabanks	TOOCH & BOOCH    FB / IG / G+ / Pinterest: @TyraBanks	2,626	11,125,672	Modelland

# Reflection Questions



Created by Luis Prado  
from the Noun Project

- What are the key objectives of your foundation's communications strategy and organizational use of social media?
- How can you leverage your personal brand or leadership profile in service of these objectives?

# **Uncovering Your Authentic Personal Brand**



*“Be yourself because everyone else is already taken.”*

*- Oscar Wilde*

# Think and Write: Uncovering Your Authentic Personal Brand



Created by Hedie Assadi Joulaee  
from the Noun Project

- What's your superpower? What do you do better than anyone else?
- What do people frequently compliment you on or praise you for?
- What is it that your manager, colleagues, and grantees come to you for?
- What adjectives do people consistently use to describe you – perhaps when they're introducing you to others?
- How do you do what you do? What makes the way you achieve results interesting or unique?
- What energizes or ignites you?

# Turn It Into Your Elevator Speech on Twitter!



Created by Bohdan Burmich  
from the Noun Project

It's **accurate**. *One professional description.*

It's **exciting**. *One word that is not boring.*

It's **targeted**. *One niche descriptor.*

It's **flattering**. *One accomplishment.*

It's **humanizing**. *One hobby.*

It's **intriguing**. *One interesting fact or feature about yourself.*

It's **connected**. *Your organization, hashtag or another social profile.*



# Twitter Elevator Speech: Profile Bio/Image



The image shows a Twitter profile for Andrea M. Ducas. The header features a large background image of ancient stone carvings of Buddha statues. Overlaid on the left is a circular profile picture of a smiling woman with long brown hair. To the right of the profile picture, the statistics are listed: 5,259 tweets, 1,580 following, and 1,237 followers. Further right is a settings gear icon and a 'Follow' button with a plus icon. Below the statistics, the name 'Andrea M. Ducas' is displayed in bold, followed by the handle '@andreaducas'. The bio text describes her role as a Program Officer at @rwjf, her education at Columbia and Brown, and her interests in tea, travel, health policy, social justice, and jazz. A LinkedIn link is provided at the bottom.

**TWEETS**  
5,259

**FOLLOWING**  
1,580

**FOLLOWERS**  
1,237

 [+ Follow](#)

**Andrea M. Ducas**  
@andreaducas

Program Officer @rwjf | Columbia MPH '11, Brown '06.5 | tea lover, travel bug, health policy nerd | #cultureofhealth #socialjustice & all that jazz

[linkedin.com/in/andreaducas](https://www.linkedin.com/in/andreaducas)

# Twitter Elevator Speech: Profile Bio/Image



The image shows a Twitter profile for Musimbi Kanyoro. The header features a large yellow banner with the hashtag #BETHESPARK in black and pink text. Below the banner is a profile picture of a woman wearing a colorful headwrap and glasses, speaking into a microphone. To the right of the profile picture, the statistics are listed: 1,135 tweets, 5,460 following, and 12.9K followers. A 'Follow' button is visible. The name 'Musimbi Kanyoro' is displayed in bold, followed by the handle '@MKanyoro' and a 'FOLLOWS YOU' badge. The bio reads: 'President and CEO of @GlobalFundWomen Passionate about women's leadership, philanthropy & justice. Committed to learning. #BeTheSpark Views=mine'. A link to 'globalfundforwomen.org' is provided at the bottom.

**#BETHESPARK**



TWEETS  
**1,135**

FOLLOWING  
**5,460**

FOLLOWERS  
**12.9K**

  **Follow**

**Musimbi Kanyoro**

@MKanyoro **FOLLOWS YOU**

President and CEO of @GlobalFundWomen Passionate about women's leadership, philanthropy & justice. Committed to learning. #BeTheSpark Views=mine

[globalfundforwomen.org](http://globalfundforwomen.org)

# Twitter Elevator Speech: Profile Bio/Image



The image shows a Twitter profile for Udi Ofer. The header features a large, vibrant background image of confetti and red party streamers. On the left, there is a circular profile picture of Udi Ofer, a man in a suit and glasses, speaking at a podium with a 'NEWSSEUM' backdrop. To the right of the profile picture, the statistics are displayed: 3,217 tweets, 704 following, and 1,245 followers. A 'Follow' button is located to the right of these statistics. Below the statistics, the name 'Udi Ofer' is written in a large, bold font, followed by the handle '@UdiACLU' and a 'FOLLOWS YOU' badge. The bio text reads: 'Executive Director of the ACLU of New Jersey. I fight for your rights and freedoms, with periodic breaks for snowboarding, running, and eating.' At the bottom, the location 'Brick City' and the website 'aclu-nj.org' are listed.

**TWEETS**  
3,217

**FOLLOWING**  
704

**FOLLOWERS**  
1,245

  **Follow**

**Udi Ofer**  
@UdiACLU **FOLLOWS YOU**

Executive Director of the ACLU of New Jersey. I fight for your rights and freedoms, with periodic breaks for snowboarding, running, and eating.

Brick City · [aclu-nj.org](http://aclu-nj.org)



# Twitter Elevator Speech: Profile Bio/Image



TWEETS  
**6,646**

FOLLOWING  
**2,514**

FOLLOWERS  
**2,486**



**Following**

**Jill Vialet**

@jillvialet **FOLLOWS YOU**

CEO/Founder, Playworks. Author of [#RecessRules](#). Interested in social entrepreneurship, scaling non-profits, recess, and empathy.

[playworks.org](http://playworks.org)

# Twitter Elevator Speech: Profile Bio/Image



The image shows a Twitter profile for Carolyn Miles. The header features a large cover photo of a woman in a white shirt and green headscarf walking away from the camera, holding the hands of two young boys in a dusty street. To the left of this is a circular profile picture of Carolyn Miles, a woman with short blonde hair, smiling. Below the profile picture, the name 'Carolyn Miles' is displayed with a blue verification checkmark, followed by the handle '@carolynsave'. To the right of the name are statistics: 'TWEETS 3,217', 'FOLLOWING 605', and 'FOLLOWERS 14.7K'. Further right is a gear icon for settings and a 'Follow' button with a plus icon. The bio text reads: '@SavetheChildren Pres & CEO. Champion for kid's rights everywhere 2 survive/ thrive. Global, in the US - education, health, HIV/Aids, protection for every child'. At the bottom, it says 'CT, USA · SavetheChildren.org'.

**Carolyn Miles** ✓  
@carolynsave

TWEETS 3,217 FOLLOWING 605 FOLLOWERS 14.7K

⚙️ + Follow

@SavetheChildren Pres & CEO. Champion for kid's rights everywhere 2 survive/ thrive. Global, in the US - education, health, HIV/Aids, protection for every child

CT, USA · SavetheChildren.org

# Twitter Elevator Speech: Profile Bio/Image



The image shows a Twitter profile for Phillip Kilbridge. The header features a large background image of a hand holding a pencil, with a smaller circular profile picture of Phillip Kilbridge on the left. Below the header, the profile name and handle are displayed, followed by statistics for tweets, following, and followers. A 'Follow' button is also present. The bio text describes his role as CEO of Habitat for Humanity Greater San Francisco and his advocacy for equity, volunteerism, and philanthropy. The location and website are listed at the bottom.

**Phillip Kilbridge**  
@philkil

CEO of Habitat for Humanity Greater San Francisco (@HabitatGSF). Advocate for equity, volunteerism & philanthropy. Oh, plus I coach youth soccer.

San Francisco Bay Area · [habitatgsf.org](http://habitatgsf.org)

TWEETS	FOLLOWING	FOLLOWERS
930	239	340

[Settings](#) [Follow](#)

# Write Your Elevator Speech



Created by Bohdan Burmich  
from the Noun Project

Answer these questions in 160 characters in your profile bio:

- What is your expertise?
- Why should someone follow you?
- What hashtags or keywords do you want to be associated with?
- **Visual:** What cover and profile image conveys your personal brand?



# **Finding Your Voice on Twitter**

# 5 Ways Authentic Ways To Build Thought Leadership on Twitter

**WRITER**

**LISTENER**

**SHARER**

**LEADER**

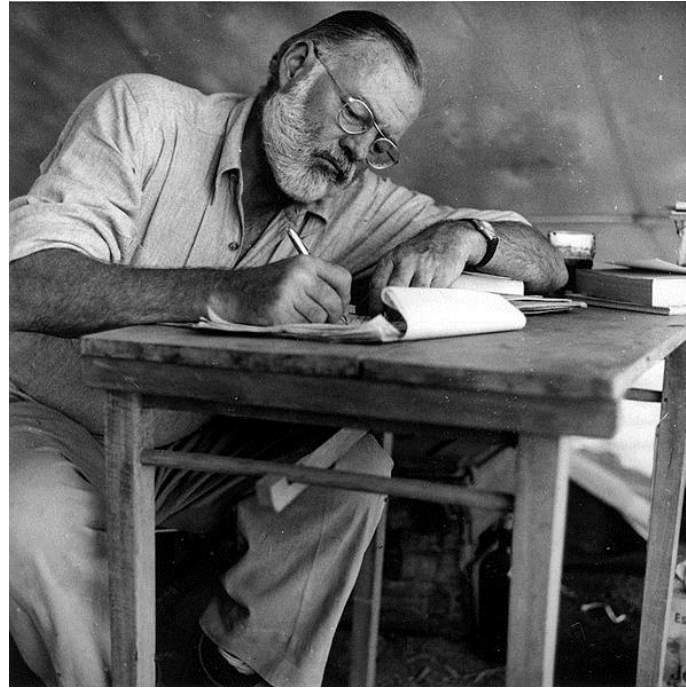
**ENGAGER**



**Jeremy Caplan** 

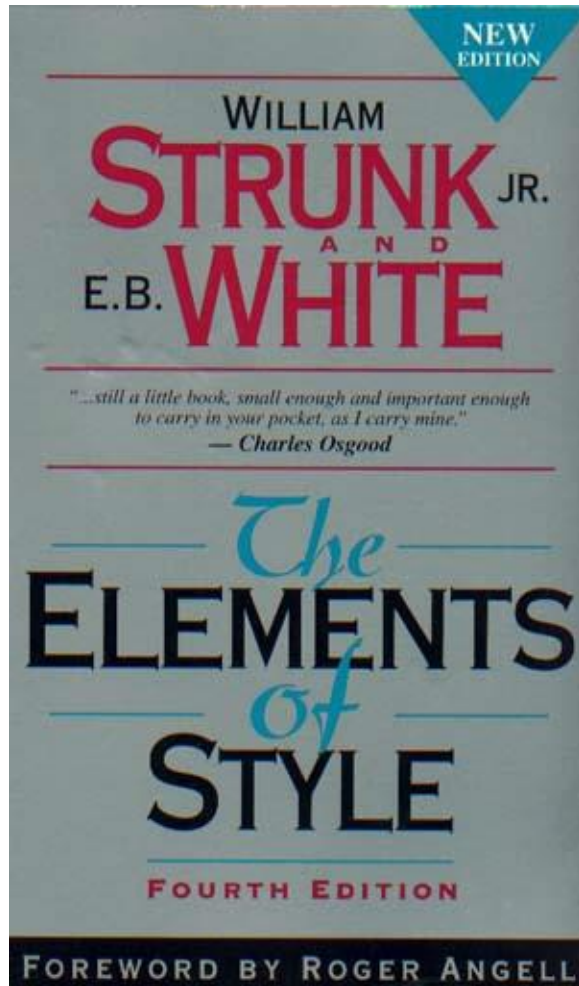
Director of Education, Tow-Knight Center for Entrepreneurial Journalism, CUNY Graduate School of Journalism

# Brevity: Write Tweets Like Hemingway Wrote Sentences



Baby Shoes for Sale. Never Worn.

# Style Matters



- Omit needless words
- Describe
- Simplify
- Avoid giving it all away
- One thought per tweet



# Overcoming Twitter Writer's Block



- Be visual
- Inspirational Quote
- Observation or OH
- Something Funny
- RT with Added Value or Humor
- Timely
- Social

# Be Visual: Examples



# Quotes and Humor: Examples



**Jean Case**  
@jeancase



Following

“It’s good to be blessed. It’s better to be a blessing.” — Unknown



RETWEETS

4

FAVORITES

5



1:20 PM - 25 Jan 2015

Quotes



**CIA**   
@CIA



Follow

Sorry for not following you back  
[@TheEllenShow](#). But if you visit us maybe  
we can take a selfie? [#twitterversary](#)

Reply Retweet Favorite More

RETWEETS

4,370

FAVORITES

6,625



2:05 PM - 7 Jul 2014

Humor



# RT w/Value: Examples



**Jim Canales**  
@jcanales



Following

Great advice here: RT @Tiauna76: My First 90 Days: Slow Down and Take the Time to Learn [pulse.me/s/3gv1fh](http://pulse.me/s/3gv1fh)



## My First 90 Days: Slow Down and Take the Time to Learn

In this series, professionals share how they rocked -- or didn't! -- the all-important first 90 days on the job. Follow the stories here and...



[View on web](#)

FAVORITES

2



3:25 AM - 20 Jan 2015



**Nedra Weinreich**  
@Nedra



Following

But what about the flying cars? We were supposed to have flying cars! RT @Alltop: 15 failed predictions about the future <http://om.ly/mZNt>

Reply Retweet Favorited More

FAVORITE

1



8:32 PM - 23 Jun 2010



**Christine Nieves**  
@NievesChristine



Follow

Humor helps! RT @BuzzFeedVideo: If Latinos Said The Stuff White People Say

Reply Retweet Favorite More

BuzzFeedVideo



If\_Latinos\_Said\_The\_Stuff\_White\_People\_Say.mp4

"You're just not what I picture when I think of a white person."

12:45 PM - 14 Jul 2014

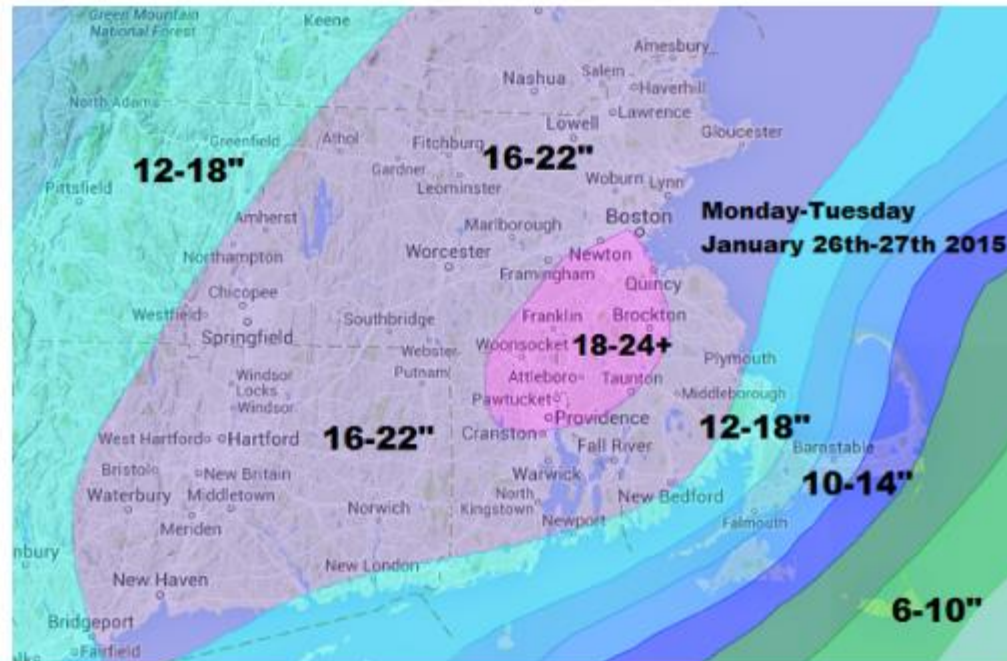
Flag media

# Timely: Examples



**Jim Canales** @jcanales · 8h

Whoa. MT @WBUR: MAP: JUST IN update on snowfall projections for heavy snowstorm Mon-Tues: wbur.fm/1D69hIK



9:30 AM - 25 Jan 2015 - Details



Collapse

# Be Social: Examples



**Jim Canales**

@jcanales



Following

Great advice! RT [@artsted](#): Tweet better.  
RT [@jeffbullas](#): 8 Compelling Ways To Tell  
140 Character Stories On [#Twitter](#)  
[irvine.ly/1GKJR9n](http://irvine.ly/1GKJR9n)



**Jeff Bullas**

**8 Compelling Ways To Tell 140 Character Stories On Twitter**

By Jeff Bullas [@jeffbullas](#)

Twitter is one of the most effective means of getting your message across your target audience. Here are 8 tips for telling stories on Twitter to engage



[View on web](#)

RETWEETS

2

FAVORITE

1



9:12 AM - 24 Jan 2015

# Homework

- Update your Twitter Profile with an authentic elevator profile
- Practice writing great tweets using the 7 ways to avoid Twitter Writer's Block – one great tweet per day and use hashtag: #netlead

## **Next Class**

**Date: Tuesday, Feb. 10, 2015 – 1:00-2:30 PM PST**

**Module 2**

**Content Curation on Twitter: Deepening Expertise  
and Learning**

**We will cover listening and sharing for learning on  
Twitter**